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coastal plains regional commission
a federal-state partnership for progress
annual report for fiscal year 1978
and transition quarter ending september 30, 1979

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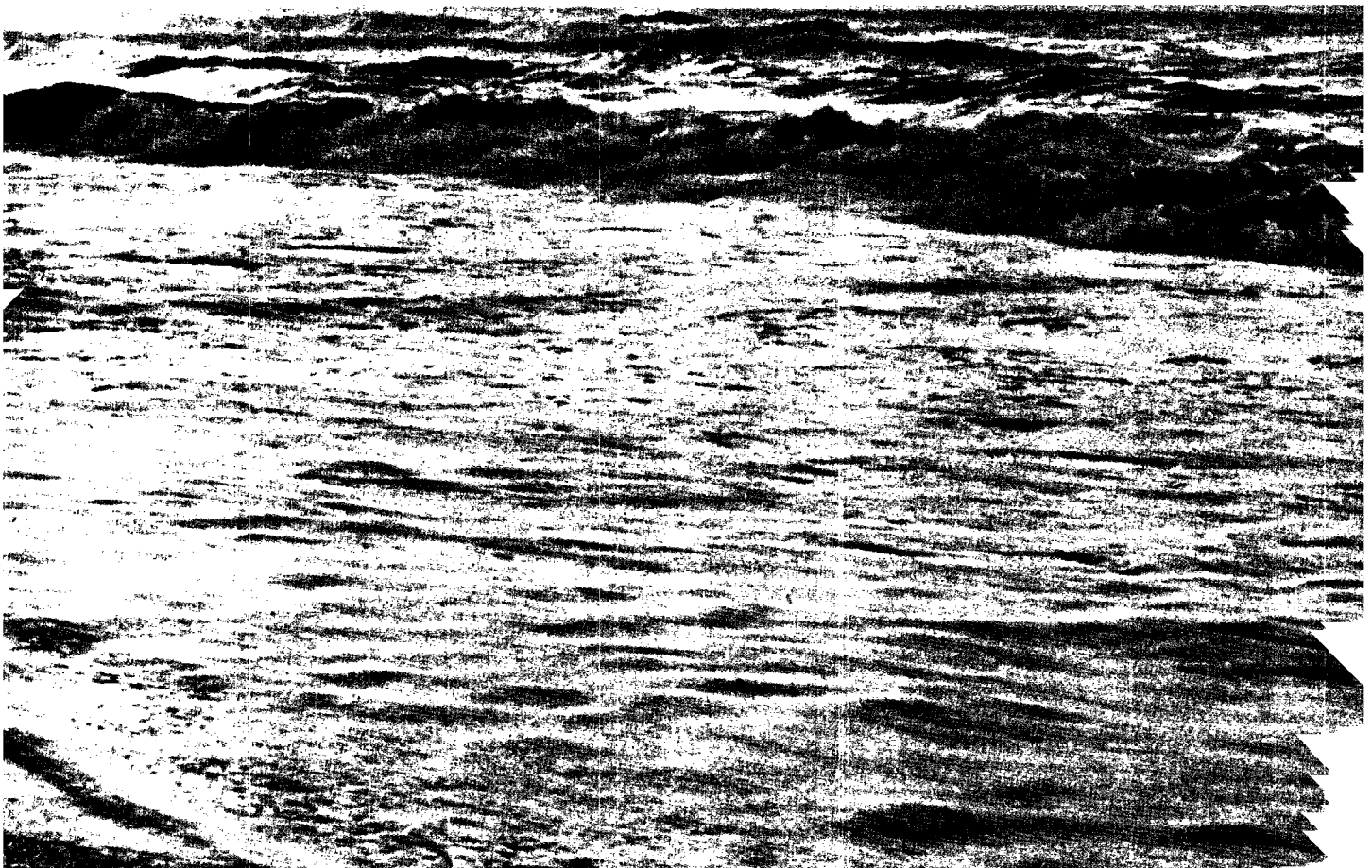
JUN 22 1977

*We are as near to heaven by sea as
by land.*

— Hakluyt, "Voyages"

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JUN 14 1977



to the
congress
of the
united states

It has been a great honor to serve as Federal Cochairman of the Coastal Plains Regional Commission during this crucial period in the Commission's history.

We look back with a great deal of pride on our accomplishments for Fiscal Year 1976 as outlined in this report. At the same time we look forward with great anticipation toward the future activities of this program. The Title V Commissions provide a unique partnership between the Federal Government and the States which can have an impressive impact on national problems. The innovative projects started by this Commission are outstanding examples of regional action planning and development.

Administratively, this year was highlighted by the expansion of our borders in South Carolina and Georgia, the adoption of procedures and time schedule for project development, the expansion of the multi-state regional projects, the relocation of the Commission office to Charleston, South Carolina, and the preparation of a new Economic Development Plan. The Excess Property Program was expanded under the Office of the Federal Cochairman, and has placed much needed equipment in technical schools and with local units of Government for economic development purposes.

It is a pleasure to join with my fellow Commission members in submitting this annual report of the Coastal Plains Regional Commission for Fiscal Year 1976.



R. Jack Hawke
Federal Cochairman

This ninth annual report from the Coastal Plains Regional Commission highlights another step forward in economic improvement and well-being for the people in the Region. Serving as the States' Cochairman has been an honor and a pleasure for me and I have been pleased with this Federal-State partnership for progress. The Governors of the five States have taken an active and personal interest in the program of the Commission and our commitment to the program is strong.

During Fiscal Year 1976, the Commission, State and Federal staffs joined together in the implementation of projects and programs which constitute a major step toward accomplishing the goals and objectives for the Region. This annual report describes these achievements in clear and concise terms. I shall also point out that we have observed the positive effects for the Region of commitments and implementations which were made in prior years of the Commission.

It is a pleasure to join the other Commission members in presenting to you the Annual Report of the Coastal Plains Regional Commission.

Respectfully submitted,



James B. Edwards
State Cochairman
Governor of South Carolina



coastal plains regional commission members 1976



R. Jack Hawke
Federal Cochairman

James B. Edwards
Governor of South Carolina
State Cochairman

Mills E. Godwin, Jr.
Governor of Virginia

George D. Busbee
Governor of Georgia

James E. Holshouser, Jr.
Governor of North Carolina

Reubin O'D Askew
Governor of Florida

James W. Butler
Executive Director

Alternates to the Governors

Virginia — Maurice B. Rowe
North Carolina — Joseph W. Grimsley
South Carolina — Harold E. Trask, Jr.
Georgia — R. Wayne Haisten
Florida — Wallace W. Henderson

State Coordinators for the Commission

Virginia — Lynn Currey
North Carolina — John Booth
South Carolina — Archie Todd
Georgia — John Overstreet
Florida — Greg Higgins

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coastal plains regional commission

The Coastal Plains Regional Commission (CPRC) is a Federal-State partnership created to encourage and induce orderly, accelerated economic growth in the Coastal Plains of Virginia, North Carolina, South Carolina, Georgia and Florida.

Established under provisions of the Public Works and Economic Development Act of 1965, the Commission is designed to bring the Federal government into an effective partnership with State and local governments to help economically lagging Regions move into line with the rest of the Nation.

In passing this legislation, Congress recognized the need for comprehensive economic development planning beyond the local and State levels by authorizing the Secretary of Commerce, with the concurrence of the States involved, to designate economic development regions. The designation of the CPRC under this authority took place on December 20, 1966, and included the 159 easternmost counties in the States of North Carolina, South Carolina and Georgia. The Region has since grown to encompass 290 counties in five States including Virginia and Florida.

Following this designation and in keeping with the mandate of the Act, the Coastal Plains Regional Commission was created to analyze the problems of the Region and develop a strategy for stimulating growth. The commission was charged with the responsibility for:

- identifying the reasons the Region's economy was lagging behind the Nation;
- identifying the human and physical resources available within the Region;
- determining the overall development goals for the Coastal Plains based upon its potentialities;
- developing alternative programs for reaching these goals while identifying contributions which could be made by the Federal government and private enterprise;
- working with Federal, State and local governments in the implementation of the Commission's recommendations.

The Commission's membership, then as now, is composed of a Federal Cochairman, nominated by the President and confirmed by the Senate, and the Governors of the participating States, one of whom serves as State Cochairman.

This unique concept of structuring State government as equal partners with the Federal government is unlike other programs which have been established for the delivery of Federal financial assistance to State and local entities. The principal advantage of this partnership is that it provides a new measure of recognition to the State role in selecting economic development priorities and by giving considerable autonomy to the Governors in selecting projects to meet these priorities. On the other hand, Federal participation is ensured by the presence of the Federal Cochairman.

Another advantage of the Regional approach is that many decisions are made by the Governors of the States, jointly acting in their roles as members of the Commission. This promotes cooperation among neighboring States and enlarges the framework within which individual State decisions are made.

Altogether, the resulting Federal-State partnership builds upon the strong points of each level so that the CPRC as a whole can be responsive to the needs and aspirations of the citizens of the Region. At the same time it provides some measure of opportunity for the Commission to utilize those programs and resources of the Federal government which will substantially contribute to the goals and objectives of the Regional concept.

Regional Economic Development Planning

At the heart of this program is the Regional Economic Development Plan. Enacting legislation requires that the Commission prepare a comprehensive, long-range economic plan for the Region to be approved by the Secretary of Commerce and transmitted to the President.

Even more, however, the Plan represents the aggregation of planning by each level of government involved and forms a basis for a coordinated strategy for attack against the disparities which have prevailed between the Coastal Plains Region and the Nation. The Economic Development Plan is the result of extensive research into Regional problems and potentialities and it offers Regionwide solutions based on eight years of experience in intergovernmental cooperation with Regional economic development.

In the Plan, the Commission has set for itself in the years ahead, four major goals. These are broad statements which emphasize the primary considerations in the minds of Coastal Plains decision-makers. They are:

1. To give the people of the Coastal Plains Region greater opportunities to find employment at the highest level of their capabilities.
2. To help individuals bring their skills to higher levels of competence.
3. To provide increased opportunities for individuals to earn higher incomes.
4. To help communities provide those services that enhance their economic potential.

The Commission believes that the meaning of economic development in the Coastal Plains Region is constructive and permanent growth in the production of goods and services which are the object of economic activity. Thus, the strategy for achievement of its goals is predicated on this type of growth by increasing the Region's capital investment and by improving the productivity of both capital and labor.

The Commission will implement this strategy, by relying in the future as it has in the past, on its State members and advisory committees to originate the projects needed to carry out the Plan. The CPRC also encourages multi-county development districts and local communities to plan and submit projects which can be funded under the Plan. Additionally, the Commission will continue to depend on its advisory committees to help in planning programs and focusing on potential projects of Regionwide significance.

Implementation of this strategy is channeled through five major program areas — Industrial Development, Marine Resources, Agriculture and Forestry, Environmental Affairs and Recreation and Tourism (each to be described in later sections of this report). The action tools available to each program area are Regional Economic Planning, Technical Assistance grants, Demonstration grants and Supplemental grant funding in conjunction with other Federal grant-in-aid agencies.

These tools have been used to generate numerous ongoing projects in each program area. Since 1968, the Commission has invested over \$53.5 million in project monies in the Region, all for the purpose of stimulating economic growth.

This ninth Annual Report of the Coastal Plains Regional Commission will describe the activities in each of these programs during the period July 1, 1975, through June 30, 1976, (FY 1976) and the Transition Quarter (to the new Federal fiscal year) ending September 30, 1976. For the purposes of this document, the term FY 1976 will be an all-inclusive period of fifteen months.

This report will relate the results achieved by these program actions during this period with the Commission's ultimate goal of improving the quality of life in the Coastal Plains Region. The standard towards which the achievements will be measured is the Commission's success in creating income-producing opportunities for those who desire them.

First, the highlights of a fastmoving and highly productive fifteen months will be discussed.

HIGHLIGHTS OF FY 1976

Project Processing Procedures

Two years ago, the CPRC underwent the first major alteration of Regional boundaries in its history. Growing from a three-State entity comprising 159 counties, the Coastal Plains Region mushroomed into a five-State economic development Region made up of some 240 counties and 16 independent cities. This growth continued in FY 1976 when two states, South Carolina and Georgia, expanded their CPRC participation to include all but 41 Appalachian counties in their Regional boundaries. The Coastal Plains Region now comprises 290 counties in addition to the 16 independent cities of Virginia.

This expanded responsibility has increased the workload on the Commission staff significantly, but because of new project processing procedures and more efficient scheduling of project submissions, review and related activities, little increase in staffing has been required. These new procedures, still being tested, should enable the Commission staff to work more closely and efficiently with the State Coordinators and result in more expeditious handling of projects through every stage of review.

The greatest benefit to be derived from this effort has been the ability of the States to develop projects for consideration during the year prior to that in which funding will be available. This allows for greater selectivity among projects by all concerned assuring the Commission that funds will be spent where the most benefit can be derived. Additionally, it provides for a greater reservoir of secondary projects which may be moved upward in the event a project of higher priority cannot be funded during the year. This method of project processing is enhancing the Commission's ability to spread its limited resources over a greater range of opportunities, thus increasing its effectiveness in combating the Region's economic problems.

Planning & Evaluation

One of the unique aspects of the Regional Commissions is that they have the responsibility not only for developing long-range plans but also for implementing the plans that have been developed; hence the term, Regional Action Planning Commission.

The Coastal Plains Regional Commission is continuously improving its ability to do just that. In March, 1976, a Planning and Evaluation Program was established as a focal point for (1) bringing together the ingredients which go into the planning process, and (2) evaluating project performance against the programmatic objectives established by the planning process. In its simplest terms, this amounts to bringing together the "What are we going to do?" function with the "Are we doing it?" function of the action-planning process.

The Commission realized a great amount of success in 1976 in implementing its Planning and Evaluation Program. After only a year's activity, the Commission's Regional Economic Development Plan has been revised, updated and approved for submission to the Federal Advisory Council on Regional Economic Development (FACRED). This review is scheduled to take place in the spring of 1977.

Progress in implementing the evaluation function of the program, though less advanced than the planning function, has resulted in an initial evaluation of all Commission projects and established a mechanism (beginning in FY 1977) for ensuring that all Commission grants and contracts contain, as a part of each agreement, provisions for evaluating project results. This new procedure should be of considerable value in 1977 and in subsequent years in establishing quantitative data for measuring project accomplishment.

Legislative Changes

The Commission received added impetus during FY 1976 when its legislative mandate, Title V of the Public Works and Economic Development Act, was expanded by the Congress. In addition to granting a three-year extension of the Title V Regional Action Planning Commission authority to September 30, 1979, four important new elements were added to the already burgeoning Commission program. Amendments to the Act now authorize demonstration projects in Transportation, Energy, Health and Nutrition, and Education. Each of these new sections requires close coordination with the department of the Federal government responsible for overseeing these activities. This added measure of coordination lends greater credibility to the Regional Commission program in that now, at least in these areas, the CPRC and its sister Commissions can operate on an equal footing with major entities of the Federal government. Guidelines and procedures for implementing these new sections of the Act are currently being prepared by the Department of Commerce to facilitate the use of these authorities.

The Public Works and Economic Development Act was further bolstered in FY 1975 with an amendment of \$375 million to Title X of the Act. This Title provides for emergency financial assistance to stimulate, maintain or expand job creating activities in areas, both urban and rural, which are suffering from unusually high levels of unemployment. Of the \$31.5 million allocated to the seven Regional Commissions, Coastal Plains received \$6.8 million or 21.6% of the total. Currently there are 106 projects either completed or near completion in the five Coastal Plains States under this program. These projects have provided employment for 2,500 previously unemployed persons and involved a total investment of nearly nine million dollars in much needed capital improvements or similarly labor-intensive projects.

New Headquarters

A major step taken during FY 1976 to improve coordination between the Commission staff, State Coordinators and advisory committees, was relocation of the Commission headquarters to Charleston, South Carolina, in March 1976, with minimal disruption to the program.

Regional Plan Revised

The final highlight of the year, in a non-programmatic way, was completion of the first major revision in five years of the Regional Economic Development Plan. This year-long effort required a complete re-evaluation of the original goals and strategy established in earlier versions of this important document. As a result, the Economic Development Plan has been reoriented to meet the changing needs of the Region. Though many of the precepts contained in the first Plans are still valid, the amount of investment required to implement the strategy outlined in the present plan is more modest and therefore more realistic in terms of the Commission's ability to obtain these resources.

The preparation of the new Economic Development Plan became necessary not only by the passage of time and the need to review initial planning, but also by the expansion of the Region. The Plan will be reviewed by the Federal Regional Council in early 1977 and then forwarded to the Secretary of Commerce for approval.

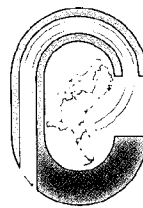
Excess Property Program

The Excess Property Program which operates under the Office of the Federal Cochairman was expanded into all five States during 1976. Emphasis has been placed on providing valuable equipment and other property to vocational and technical schools as well as local communities for economic development purposes. The program has been highly popular and has been considered a great asset to the Region.

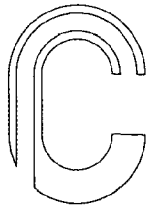
This program has been responsible for the acquisition and disposal of personal property owned by the Federal Government that has been declared excess to its needs.

With no new expenditure of taxpayers money, this program has placed over twenty-three million dollars in much needed property and equipment in the Coastal Plains for economic development uses.

With this introduction, the activities during FY 1976 in the five action programs will be described.



industrial development



Early in FY 1976, the Industrial Development Advisory Committee (IDAC) began the process of recommending projects and programs designed to enhance the Region's attractiveness for industrial expansion.

The IDAC met three times during the period while individual members met periodically with other advisory committees and ad hoc groups for the purpose of program coordination. From this series of meetings evolved recommendations to the Commission for three projects of Regionwide significance. The first was the establishment of a visibility and promotional program aimed at the potential of the European investment market for creating jobs in this country. This program will, through participation in overseas trade shows using innovative media concepts, bring to European investors an understanding of the market potential and advantages of investment in the Coastal Plains Region of the Nation.

The second project provides for the development of a curriculum for a Marine Trade Academy and compatible physical plant design. This multi-stage project will be fully implemented only after the need for marine skills training programs in the Coastal Plains can be substantiated.

The third recommendation adopted by the Commission will involve development of a methodology by which lesser technologically-advanced industries in the Coastal Plains States can be made aware of the growth and expansion potentials of their industry sectors.

Another IDAC recommendation during the year evolved into a nationwide project in which the CPRC cooperated with other Title V Commissions and the National Association of State Development Agencies in the sponsorship of a reverse investment seminar for foreign investors. The two day conference was held at Dulles Airport outside Washington, D. C. All five Member States of the CPRC used the forum for the presentation of their market potential to the foreign participants.

During this period, State-regional projects contributed substantially, yet diversely, to a broadly-based program of industrial development within the Coastal Plains. These projects cover a wide range of economic development activities and include: a multi-county Regional transportation needs assessment; selection of service industries that should be encouraged to support basic industry; evaluation of the

feasibility for support of child daycare/employee medicaid/employee training industry service centers; analysis of the local investment potential in industrial sites; demonstration of new approaches to industrial solicitation at the multi-county level; continuation of support of the Governors' intern programs; assessment of the economic development impact of airport services in semi-isolated areas; continued support to a small business development center; and localized evaluation of the potential of the Coastal Plains Region for the attraction of petrochemical industries.

An important adjunct to the Commission's Industrial Development Program is its Human Resources activities. The CPRC continues to invest funds in projects designed to enhance individual earning opportunities, improve workers' productivity and contribute to the overall economic development.

The Region's people are its most important resource. For this reason, the CPRC has provided funds for the systematic upgrading of vocational-technical facilities in order to enable the Region's educational systems to train individuals for the more highly specialized technical skills required by today's manufacturing, commercial and service occupations. In FY 1976, program funds were used to assist in the construction or expansion of six vocational-education training facilities in which an estimated 2,000 students can be trained annually (for a complete list of these projects see pages 22-23).

Additionally, this program has participated in a number of innovative projects related to both health and housing. Better health care and adequate housing will contribute significantly to worker productivity and are important elements of the vital Industrial Development program.

These projects developed by the Member States combined with the recommendations of the IDAC form vital components of a viable, growing industrial development program. Taken as a whole, Industrial Development continues to be the cornerstone of the CPRC's program of commitment to the economic development of the Coastal Plains Region.

Illustration: An important element of the Industrial Development program is increasing opportunities for individuals to earn higher incomes.



marine resources



In 1976 the Marine Resources Program continued the orientation established two years earlier. At that time, the Marine Resources Advisory Committee conducted a comprehensive review of the program's objectives and its accomplishments. It was apparent that if significant results were to be achieved, the program had to be more narrowly focused on fewer activities extending over a number of years. Following that evaluation, the advisory committee selected three areas of the marine related economy for concentrated effort. They were commercial fishing, mineral resources and tourism.

In commercial fishing the Commission has sought to develop the seafood industrial park concept as its priority item. It has provided funds for feasibility studies as well as engineering and design for modern seafood harbors. Assistance is being given to the States in applying and qualifying for Federal funds to construct these facilities. In the past year this effort has begun to pay off. In late 1976, the groundbreaking for construction of the Wanchese, North Carolina Seafood Industrial Park was celebrated. In South Carolina, an ad-hoc Seafood Committee was appointed, chaired by South Carolina State Senator James M. Waddell, Jr., to review a feasibility study completed under CPRC funding one year earlier and to make recommendations on the construction of such a facility in the Beaufort/Port Royal vicinity. Funds to support the ad-hoc committee, feasibility studies and the conceptual designs were all provided by the Commission.

In Georgia, a feasibility study has been completed but a demonstration site has not yet been selected. Grants were made to both Virginia and Florida for studies which are currently underway and are estimated for completion by 1977.

The second area of emphasis in the seafood industry is market development. With the modern seafood parks mentioned previously generating increased volume, it is mandatory for the southeastern seafood industry to develop new markets. In 1976, a region-wide marketing promotion program was funded by the Commission to promote the sale and consumption of underutilized species of fish in the midwest. This project combined the efforts of the CPRC, National Marine Fisheries Service, Sea Grant, the Coastal Plains States Marketing Offices and the Gulf and South East Atlantic Fishery Foundation, Inc. Although considered a long term effort, the benefits will be felt at approximately the same time as the harvesting of additional quantities of seafood begins from the Region's new harbors.

The third and final area of emphasis is mineral resources development. The thrust in this program has been towards resource assessment accomplished through aero-magnetic and aero-radioactivity surveys. The final year of funding for these surveys including portions being done in the new States of Virginia and Florida was 1976. Data from the final surveys are expected to be available by July 1, 1977. The initial evaluation of survey data revealed commercially valuable deposits of titanium, zircon and monazite. Following completion of additional evaluation now underway, the Commission will participate in a cooperative project with the United States Geological Survey to analyze this information and insure that it is distributed to related industries. The scientific data obtained in the survey has shed new light on the geology of the Coastal Plains Region and is of interest to scientists, planners and commercial interests. An industry forum is scheduled for late 1977 to insure that maximum economic benefit is derived from the project.

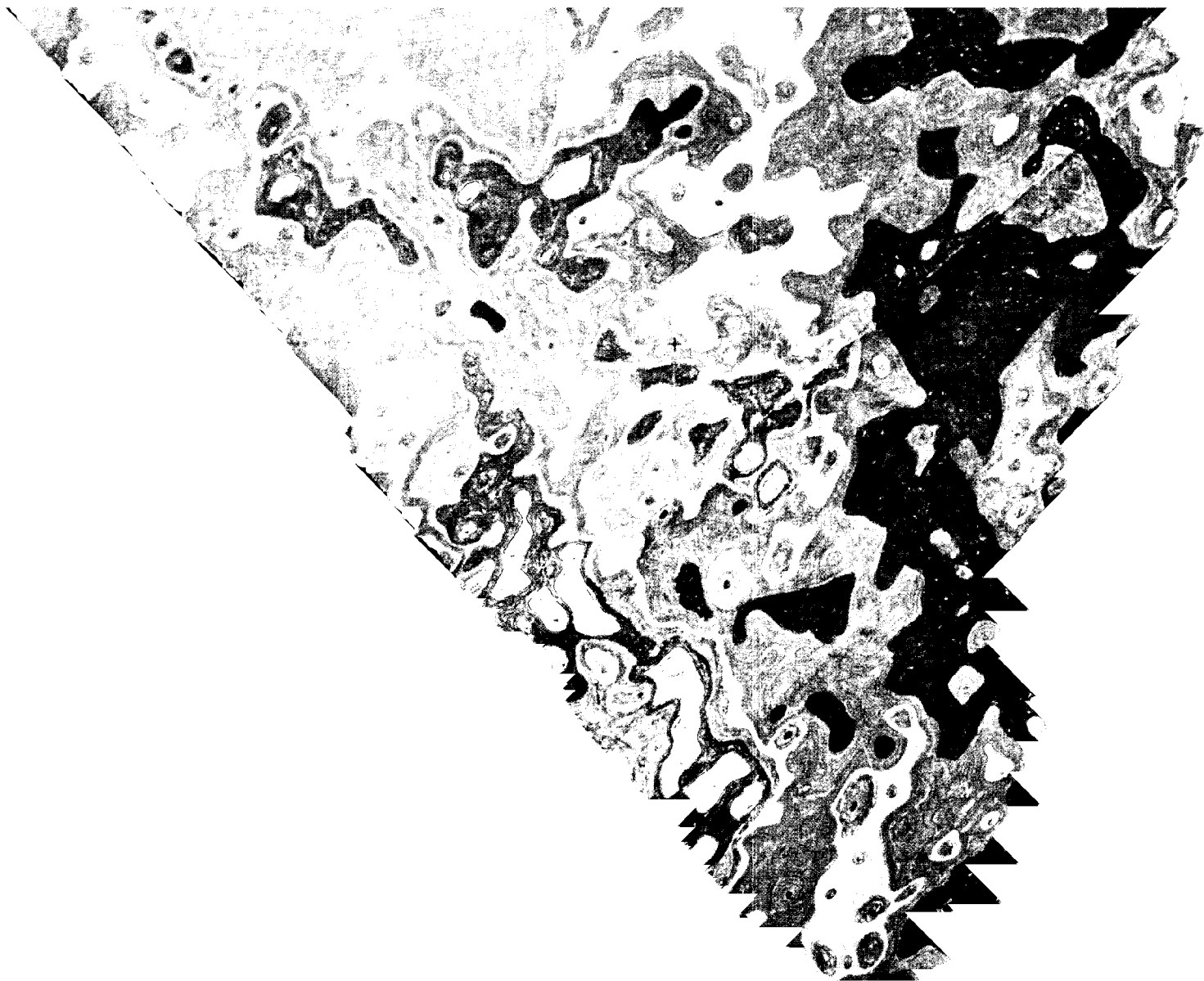
The Commission formed a separate tourism program in early 1976. A tourism director to head this program was hired by the Commission very soon thereafter. While evaluating the

Commission's past efforts in tourism, it became apparent that consistent emphasis was needed. The State Tourism Directors, working in conjunction with the Marine Resources Program, specifically recommended the establishment of tourism as a full and equal program. Projects will henceforth be developed by the Tourism Program Director in cooperation with the Ad-Hoc Committee of State Tourism Directors. However, due to the close ties between Tourism and Marine Resources, the Marine Resources Program will continue to be interested in their efforts.

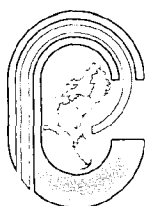
The Coastal Plains Center for Marine Development Services located in Wilmington, North Carolina, continues to play a vital role in the Commission's Marine Resources Program. This Center promotes the exchange of scientific and economic information between the States and sponsors the annual Marine Resources Conference. It has established a record for reliability and prompt service and continues to expand its list of accomplishments.

Future emphasis in the Marine Resources Program will continue to concentrate on the commercial seafood and mining industries. In addition, the Marine Resources Program is developing for Commission consideration, a multi-year effort to improve the availability of venture and expansion capital in the Region and to attract research and development funds to the new marine centers.

Illustration: Aeroradioactivity readings of portions of the Region (as depicted on the map section on the opposite page) are aiding in the location of high value surface mineral deposits in the CPR.



agriculture and forestry



Agriculture is more readily influenced by the law of supply and demand than the other major segments of the Region's economy. Agricultural commodity prices react more acutely to fluctuations in supply than do many other commodities. Overproduction can send prices down below the cost of production; whereas, shortages can cause prices to rise rapidly.

In order for the Coastal Plains Region's farmers to operate profitable enterprises, they must become more aware of how to regulate production costs and levels of production, as well as how to determine what crops are most profitable on their farms. This kind of knowledge can help farmers withstand fluctuations in production and marketing. As a means of helping farmers improve their management practices and to demonstrate practical methods of financial management, the Commission is sponsoring demonstrations in each State using the Agriculture Management Development Teams concept.

The Agricultural Management Development Teams have organized groups of farmers with similar farm operations and common problems into educational forums. The Teams design programs to meet the particular needs of the farmers and then provide follow-up services to them. This approach tailors the management training to individual enterprises. It is anticipated that the example set by these demonstrations will result in the establishment of similar programs by farm groups desiring and needing this type of service.

To bring more dollars into the Region's agricultural economy, it is necessary to find new markets for the many commodities the Region produces. To influence the opening of new markets, the Commission is sponsoring an Export Expansion Project within the Agriculture and Forestry Program. As part of this effort, the Commission has hosted seminars in Atlanta, Georgia, and Norfolk, Virginia, dealing with the mechanics of export trade and sponsored an exhibit at a large international food show in Cologne, Germany. Results from these activities are very encouraging. The Commission invested \$25,000 in the sponsorship of an exhibit at the ANUGA World Food Market. Surveys conducted after the exhibit indicated that sales exceeding \$5.5 million were made by the firms that participated in the exhibit. These results indicate that continued involvement in trade promotion will do much to increase incomes in the Region.

The forests of the Region produce large quantities of the pulp used in the manufacture of paper products consumed in the United States each year. Though management of the Region's forests is very advanced, much of the wood fiber used to make these products is being lost in the forms of residue and waste. To stimulate interest in utilizing these items, the Commission recently completed a study of the feasibility of establishing thermo-mechanical market pulp mills in the Coastal Plains Region. The results of this study were positive and current indications are that such a facility will eventually be established. Studies such as this are useful in stimulating investments in the Region that will lead to the more efficient use of our renewable forest resources.

Tobacco continues to be one of the most important crops produced in the Coastal Plains Region. The production of tobacco also utilizes a large volume of the agricultural labor required in the Region. As the costs of this labor increase, the costs of mechanizing production, harvest, and curing operations become more reasonable to the farmers. The resultant trend toward capital intensive tobacco operations has prompted the CPRC to invest funds in several projects that will ease the impact of the adjustments necessary for this transition. Problem areas being dealt with include: extending the tobacco harvest season; determining if buyers discriminate against tobacco harvested by different mechanical systems; and methods of reducing the capital outlay necessary to incorporate a mechanized system into existing tobacco operations.

The agricultural sector will remain a major contributor to the Region's economy for years to come. The imperatives faced by the Region's farmers and economic developers alike call for dramatic changes in agricultural production methods and farm management techniques. The CPRC is making great strides in providing the technical expertise needed to promulgate and disseminate new approaches to farmers and agri-business enterprises in the Region. Improvements in this vital sector will be felt throughout the entire economy of the Coastal Plains and be a benefit to all.

Illustration: Better management and more efficient utilization of the Region's forest resources is a goal of this program.



environmental affairs



The central purpose of the Environmental Affairs program is to focus attention upon environmental problems and issues which impact on the other program areas and hence affect the quality of life in the Coastal Plains Region. In developing recommendations to the Commission, covering the whole spectrum of environmental affairs interests and activities, the Environmental Affairs Advisory Committee (EAAC), State, and Commission staffs have maximized the inputs of interdisciplinary interests throughout the State and Federal governments.

The Region's water resources were the major environmental concern during FY 1976, a concern which will continue over the next several years. Studies conducted for the Commission have revealed three critical problem areas in the supply of potable water.

First, is an increasing number of groundwater crises coupled with an alarming shortage of data on water quality and quantity. The first step taken to alleviate these problems has been to expand and accelerate groundwater evaluation efforts throughout the Region. Simultaneously, Regional groundwater status reports, the first of their kind, have been funded to provide a basis for future program decisions. Since 60% of the Region's municipal and industrial water supplies are derived from groundwater, it is certain that this critical area will continue to have priority in the Commission program.

The second water resource problem addressed during FY 1976 was wastewater treatment technology. Three demonstration studies were funded to explore the feasibility of ocean outfalls, sand filtration, and lagoon systems serving as treatment systems. The EAAC reported a great need for improved and more economical methods for wastewater treatment, especially for smaller communities.

The third and perhaps most critical water resources problem to be considered is the lack of interstate management and coordination mechanisms. The Coastal Plains Regional Commission has set an historical precedent by establishing the Regional Water Resources Forum, a body of some 70 State and Federal officials who meet regularly to discuss, analyze, and make recommendations on problems, information and coordination

mechanisms of mutual interest. Although other efforts parallel the Forum's topical concerns, it is the first opportunity ever for a broad exchange between technicians and policy makers.

In addition to these activities cited above, the Commission has spearheaded two other environmental efforts of even broader concern. In the field of resource information systems, an EAAC study has revealed a multiplicity of uncoordinated computer-based data and mapping programs. In order to achieve compatibility and much needed coordination among these systems, the Commission has launched an analysis of current uses, needs, costs and methods of operation as a means of seeking solutions to this problem. This effort, as well as those in water resources, is illustrative of the Commission's concern over sound management of the Region's environmental resources.

The final broad category of activity undertaken in this program area has been environmental assessment. A plan for improved procedures has been instituted for all Commission activities. Supplementing this work has been the distribution of the first edition of the "Guide to Environmental Laws" completed in 1975. Actions such as these give the Coastal Plains Regional Commission a leading role in improving and facilitating environmental assessment requirements in the Coastal Plains.

The Environmental Affairs program area has evolved into a progressive and innovative activity striving for balanced economic growth in the Region with minimum adversity to the environment. Through its coordinating efforts, the Coastal Plains Regional Commission has once again demonstrated its unique ability to bring to bear the resources of all levels of government in the attainment of its goals for the Region.

Illustration: Groundwater resource evaluation has a high priority in the Commission's Environmental Affairs program.



tourism



In 1976 new emphasis was placed on the development of the Region's travel industry.

The Commission has always recognized the economic potential of tourism, and a number of productive projects in this area have been carried out under the guidance of the Marine Resources Advisory Committee. With the expansion of the Region to include portions of Florida and Virginia, and Georgia and South Carolina expanding their boundaries to include all of the States' counties except the Appalachian Regional Counties, the significance of tourism became even more evident. Tourism now ranks among the top two industries in each of the CPRC States in terms of revenue produced and jobs supported.

Early in 1976, on recommendation of the Marine Resources Advisory Committee, the Commission established a separate program to concentrate on development of the Region's travel industry. The Tourism Directors of each of the five States in the Region serve as an ad-hoc advisory committee for this program.

The goal of the program is, of course, the goal of the Commission — to improve the economy of the Region and to create job opportunities for its people. To accomplish this, the program objectives are directed toward altering some of the Region's traditional tourism characteristics.

Tourism is a seasonal business. Traditionally, the area's visitors come from within the Region and from the states of the northeast and upper midwest. In addition, many of the travelers on our excellent Interstate and primary highway systems use the Region merely

as a corridor, passing through on their way to destinations outside the Coastal Plains. The Travel Industry Development Program is directed toward developing innovative regional projects whose purpose will be to attract visitors during all seasons of the year, develop new tourism markets in both the United States and Canada, and develop the Region as a destination for many of the travelers who now use it only as a corridor.

This past year's major project involved experimental advertising in 12 Ohio newspapers, followed by research to determine its effectiveness. The ad, shown on the opposite page, promoted beach vacations throughout the Region. The follow-up study found that more than half (57%) of the people who responded to the ad by writing for more information actually made visits to the Coastal Plains and spent an average of 11 nights in one or more of the five States. It was calculated that this resulted in a tourist expenditure in the Region of approximately \$3,845,000.

Based on this, the program has devised projects for experimental promotions to be conducted in Canada in the coming year.

Illustration: This ad in twelve Ohio newspapers helped attract substantial tourist dollars to the Coastal Plains Region.

The Coastal South's got everything you want in a beach vacation.

Virginia's got it.

The Tidewater and Eastern Shore of Virginia are timeless Jamestown, Williamsburg and Yorktown, dazzling Virginia Beach, mouth-watering seafood and some of the finest salt water fishing anywhere.

North Carolina's got it.

The quaint and natural splendor of the Outer Banks, beaches, campgrounds and world-famous fishing blend with Kitty Hawk, the "Lost Colony" and fine seafood to provide the entire family with a vacation to remember.

South Carolina's got it.

Myrtle Beach and its 60 miles of wide, white sand beaches, fishing, golf and camping combine with the many attractions of historic Charleston and the beautiful sea island resorts to provide a diversity of beach vacations.

Georgia's got it.

Beautiful historic Savannah's restored colonial homes and exciting Riverfront District. And the palm-fringed, semi-tropical "Golden Isles" offer challenging golf, tennis, fresh and salt water fishing and miles of beautiful island beaches.

Florida's got it.

St. Augustine, the first permanent European settlement in North America. The Miracle Strip's 100 miles of white sand, Gulf and Atlantic Coast beaches. Shell hunting, skin diving and river cruising. Definitely the land of fun and sun for all seasons.

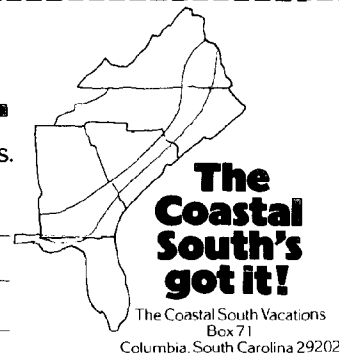
Come and get it.

Yes, I want to discover the Coastal South's beach vacations. Please rush me the Coastal South Discovery Kit.

Name _____

Address _____

City _____ State _____ Zip _____



The Coastal South's got it!

The Coastal South Vacations
Box 71
Columbia, South Carolina 29202

financial plan and summary of obligations fiscal year 1976

				(Thousands)
A.	Total Funds Available			
	Federal Appropriations			\$10,776
	Program Balance carried forward			
	from Fiscal Year 1975			<u>—0—</u>
				\$10,776
B.	Administrative Expenses			
	To Finance the Office of the Federal			
	Cochairman			\$ 319
	To Finance the Staff of the Commission			<u>217</u>
	Total			\$ 536
C.	Obligations by Programs — 1976			
		Project Type		
	Programs	505	509	Total
	Industrial Development	\$1,035	\$2,188	\$3,223
	Marine Resources	2,101	150	2,251
	Agriculture and Forestry	520	—0—	520
	Environmental Affairs	338	1,245	1,583
	Tourism	921	1,242	2,163
	Regional Economic Analysis	69	—0—	69
	State Development Planning	400	—0—	400
	Total	<u>\$5,384</u>	<u>\$4,825</u>	<u>\$10,209</u>
D.	Grand Total All Obligations — FY 1976			\$10,745
E.	Unobligated at the end of FY 1976			\$ 31
F.	Transition Quarter Appropriation			\$ 2,693

REGIONWIDE PROJECTS

Anuga Trade Show	\$ 25,000
Regional Tourism Dev. (add-on)	14,000
Aeromag./Aerorad. Survey	450,000
Environ. Law Guide (Phase II)	10,000
Environmental Law Consultant	1,000
Petrochemical Conference	4,000
Seafood Industrial Parks	300,000
Flue-cured Tobacco	138,150
Ag. Mgmt. Teams	180,000
State Development Planning	300,000
Florida Planning	100,000
Marine Center	150,000
Regional Eco. Analysis	27,000
Va. Ag. Mgmt. Team (add-on)	5,000
Ocean Outfall	200,000
	<hr/>
	\$1,904,150

NORTH CAROLINA

Grape Marketing Analysis & Survey	\$ 26,100
Wheeler Airlines (Phase III)	165,000
Fire Ant Program	50,000
CZM Public Planning & Participation	25,000
Fish Marketing News (add-on)	18,846
Triangle Housing	19,577
FmHa Housing (add-on)	123,336
Outer Banks Airport Master Plan	25,000
Craven County Industrial Park	35,000
	<hr/>
	\$487,859

technical assistance program

Section 505 of the Public Works and Economic Development Act of 1965, as amended, authorizes the Commission to expend Technical Assistance funds for planning, research, studies, demonstration projects and other related activities which will evaluate the needs of, and develop the potentialities for economic growth in the Coastal Plains.

technical
assistance
program
continued

SOUTH CAROLINA

S. C. Intern (add-on)	\$ 70,000
Estuarine (Phase III)	157,738
Prawn Mariculture (Phase IV)	74,050
Charleston Solid Waste Disposal	50,000
Baruch Institute of Marine Biology	34,120
Sumter Ag. Demonstration	22,500
Lowcountry Groundwater Survey	62,500
Artificial Reefs	40,010
Pee Dee Transportation Plan	30,000
Florence Intermodal Plan	13,000
Patriot's Point (add-on)	20,000
Energy Management Office	10,000
Intern Program (add-on)	30,000
Crawfish Farm Demonstration	2,500
Wando River Study	15,000
Aiken County Dock	25,000
Orangeburg Hospital Study	15,000
	<hr/>
	\$671,481

GEORGIA

Kaolin Amendment	\$ 31,000
McIntosh County Tourism Study	40,000
Okefenokee Heritage Center (add-on)	110,000
APDC Data Processing (add-on)	12,000
Alumina Amendment	36,400
City-County Manager Program	25,000
Spence Field Ind. Park Study	24,000
SW Georgia Tourism Master Plan	75,000
CPADC Ind. Solicitation	51,284
Mobile Dental Clinic (add-on)	40,000
Certified Cities Program	30,000
Intern Program (add-on)	20,000
Artificial Reefs	40,000
Oyster Restoration	42,500
Rural Fire Protection	37,625
	<hr/>
	\$614,809

ALMA, GEORGIA

Blueberry Demonstration	
CPRC Grant-in-aid	\$ 73,000
State and local funds	<u>27,000</u>
	\$ 100,000

ANDERSONVILLE, GEORGIA

Andersonville Mall	
CPRC Grant-in-aid	\$ 150,000
State and local funds	<u>97,000</u>
	\$ 247,000

BRUNSWICK, GEORGIA

Brunswick Marine Fisheries Ext. (Phase II)	
CPRC Grant-in-aid	\$ 250,000
State and local funds	<u>80,700</u>
	\$ 330,700

COLUMBUS, GEORGIA

Columbus Bicentennial Promenade	
CPRC Grant-in-aid	\$ 32,000
State and local funds	<u>8,000</u>
	\$ 40,000

Springer Opera House

CPRC Grant-in-aid	\$ 250,000
State and local funds	<u>392,000</u>
	\$ 642,000

HAWKINSVILLE, GEORGIA

Hawkinsville Harness Track	
CPRC Grant-in-aid	\$ 200,000
State and local funds	<u>50,000</u>
	\$ 250,000

LUMPKIN, GEORGIA

Historic Westville	
CPRC Grant-in-aid	\$ 50,000
State and local funds	<u>12,500</u>
	\$ 62,500

SAVANNAH, GEORGIA

Savannah Revolutionary Battle Park	
CPRC Grant-in-aid	\$ 100,000
State and local funds	<u>100,000</u>
	\$ 200,000

Blue Fin Demonstration

CPRC Grant-in-aid	\$ 30,000
National Science Foundation	35,500
State and local funds	<u>137,000</u>
	\$ 202,500

Skidaway Mariculture

Shellfish Hatchery	
CPRC Grant-in-aid	\$ 224,339
State and local funds	<u>35,100</u>
	\$ 259,439

BATH, NORTH CAROLINA

Historic Bath	
CPRC Grant-in-aid	\$ 67,021
	\$ 67,021

DARE COUNTY, NORTH CAROLINA

Wanchese Harbor	
CPRC Grant-in-aid	\$ 325,000
	\$ 325,000

demonstration grants fiscal year 1976

Demonstration Grant authority is used to construct facilities which: (1) are needed for regional economic development and (2) are not eligible for assistance under any existing Federal grant-in-aid program. The Commission's share of such a project may run as high as 100 percent of its cost.

In Fiscal Year 1976, the Commission used its Demonstration Grant authority to fund twelve projects. Total grants by the Coastal Plains Regional Commission amounted to \$2,726,160.

supplemental grant program

The Commission's Supplemental Grants are used to enable the construction of facilities which: (1) are eligible for funding under the criteria of existing Federal grant-in-aid programs, (2) are needed in the Region's growth centers to spur or sustain their economic development, and (3) could not otherwise be built because either the state and local resources are inadequate to meet their "matching" share of the project's cost.

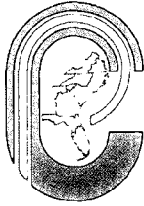
The Commission's supplemental grant program (Section 509) during Fiscal Year 1976 made possible the joint financing of a total of twenty-six regionally significant projects in the Coastal Plains. Funds in the amount of \$4,344,620 were provided by the Commission to complete the financing of the twenty-six projects with a total project cost of \$63,475,520. Eight of the projects are located in North Carolina, twelve in South Carolina and six in Georgia.

Federal grant agencies whose basic grants were supplemented were the Economic Development Administration, Department of Health, Education and Welfare, Farmer's Home Administration, Department of Agriculture, U. S. Corps of Engineers, and the Department of Interior.

The projects and financial participation of the localities, States and Federal agencies are shown in the accompanying tabulation:

NORTH CAROLINA	Amount	Percentage of Eligible Cost
Ocracoke Water System Overrun		
Basic grant-in-aid-EDA	\$ 150,000	53.0%
Supplemental grant-CPRC	76,560	27.0%
State and local funds	56,640	20.0%
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	\$ 283,200	100.0%
Johnston Technical Institute		
Basic grant-in-aid-HEW	\$ 217,500	32.0%
Supplemental grant-CPRC	217,000	32.0%
State and local funds	250,000	36.0%
	<hr/>	
	\$ 684,500	100.0%
Coastal Carolina Community College		
Basic grant-in-aid-HEW	\$ 165,060	13.2%
Supplemental grant-CPRC	165,060	13.2%
State and local funds	919,900	73.6%
	<hr/>	
	\$ 1,250,020	100.0%
Pitt Technical Institute		
Basic grant-in-aid-HEW	\$ 250,000	25.0%
Supplemental grant-CPRC	250,000	25.0%
State and local funds	503,600	50.0%
	<hr/>	
	\$ 1,003,600	100.0%
East Carolina Convention Center		
Basic grant-in-aid-EDA	\$ 1,800,000	60.0%
Supplemental grant-CPRC	600,000	20.0%
State and local funds	600,000	20.0%
	<hr/>	
	\$ 3,000,000	100.0%
Lower Cape Fear Water System		
Basic grant-in-aid-EDA	\$ 3,500,000	21.2%
Supplemental grant-CPRC	1,000,000	6.1%
State and local funds	12,016,900	72.7%
	<hr/>	
	\$16,516,900	100.0%
Falcon Water System		
Basic grant-in-aid-FmHA	\$ 161,100	35.0%
Supplemental grant-CPRC	72,900	15.9%
State and local funds	225,500	49.1%
	<hr/>	
	\$459,500	100.0%
Bryant Swamp Watershed		
Basic grant-in-aid-DoA	\$ 425,500	73.4%
Supplemental grant-CPRC	26,300	4.5%
State and local funds	127,900	22.1%
	<hr/>	
	\$ 579,700	100.0%

SOUTH CAROLINA			McLeod Memorial Hospital		
	Amount	Percentage of Eligible Cost			
Myrtle Beach Convention Center			Basic grant-in-aid-HEW	\$ 815,500	3.4%
Basic grant-in-aid-EDA	\$ 937,200	60.0%	Supplemental grant-CPRC	200,000	.8%
Supplemental grant-CPRC	312,400	20.0%	State and local funds	23,157,700	95.8%
State and local funds	312,400	20.0%		\$24,173,200	100.0%
	\$ 1,562,000	100.0%	Sumter Water System		
Santee Water & Sewer			Basic grant-in-aid-EDA	\$ 1,561,000	49.2%
Basic grant-in-aid-EDA	\$ 505,400	60.0%	Supplemental grant-CPRC	30,000	1.0%
Supplemental grant-CPRC	168,400	20.0%	State and local funds	1,581,000	49.8%
State and local funds	168,400	20.0%		\$ 3,172,000	100.0%
	\$ 842,200	100.0%			
Horry-Georgetown TEC			GEORGIA		
Basic grant-in-aid-EDA	\$ 1,100,000	55.0%		Amount	Percentage of Eligible Cost
Supplemental grant-CPRC	500,000	25.0%	Decatur County Ind. Park		
State and local funds	400,000	20.0%	Basic grant-in-aid-EDA	\$ 596,500	50.0%
	\$ 2,000,000	100.0%	Supplemental grant-CPRC	150,000	13.0%
Murrell's Inlet Dredging			State and local funds	446,500	37.0%
Basic grant-in-aid-U.S.				\$ 1,193,000	100.0%
Corps of Engr.	—0—	—0—	Dublin Ind. Park		
Supplemental grant-CPRC	150,000	80.0%	Basic grant-in-aid-EDA	\$ 350,000	50.0%
State and local funds	37,500	20.0%	Supplemental grant-CPRC	150,000	20.0%
	\$ 187,500	100.0%	State and local funds	200,000	30.0%
Camden Historic Commission				\$ 700,000	100.0%
Basic grant-in-aid-Dol	\$ 50,000	50.0%	Cuthbert Ind. Park		
Supplemental grant-CPRC	30,000	30.0%	Basic grant-in-aid-EDA	\$ 280,000	70.0%
State and local funds	20,000	20.0%	Supplemental grant-CPRC	40,000	10.0%
	\$ 100,000	100.0%	State and local funds	80,000	20.0%
Cope Area Voc./Ed.				\$ 400,000	100.0%
Basic grant-in-aid-HEW	\$ —0—	—0—	Douglas Ind. Park		
Supplemental grant-CPRC	100,000	12.5%	Basic grant-in-aid-EDA	\$ 447,000	60.0%
State and local funds	700,000	87.5%	Supplemental grant-CPRC	100,000	13.4%
	\$ 800,000	100.0%	State and local funds	198,000	26.6%
Chesterfield Ind. Water				\$ 745,000	100.0%
Basic grant-in-aid-FmHA	\$ —0—	—0—	Louisville Ind. Park		
Supplemental grant-CPRC	50,000	17.7%	Basic grant-in-aid-FmHA	\$ 74,900	29.3%
State and local funds	233,700	82.3%	Supplemental grant-CPRC	95,000	37.2%
	\$ 283,700	100.0%	State and local funds	85,600	33.5%
Kingstree Water System				\$ 255,500	100.0%
Basic grant-in-aid-FmHA	\$ —0—	—0—	Colquitt Comp. High School		
Supplemental grant-CPRC	60,000	48.0%	Basic grant-in-aid-HEW	\$ 50,000	6.1%
State and local funds	65,000	52.0%	Supplemental grant-CPRC	175,000	21.5%
	\$125,000	100.0%	State and local funds	589,000	72.4%
Beaufort Waterfront Dev.				\$ 814,000	100.0%
Basic grant-in-aid-Dol	\$ 1,000,000	43.5%			
Supplemental grant-CPRC	300,000	13.0%			
State and local funds	1,000,000	43.5%			
	\$ 2,300,000	100.0%			
S. C. Opportunity School					
Basic grant-in-aid-HEW	\$ —0—	—0—			
Supplemental grant-CPRC	36,000	80.0%			
State and local funds	9,000	20.0%			
	\$ 45,000	100.0%			



The concept of regionalism, though not new, had not been completely tested until the advent of the Regional Commissions in 1965. Enactment of this program launched a new era in Federal-State relations, and it has stood the test of time.

In so doing, Congress created an effective and workable mechanism for coordinating national goals with those of the States in a partnership of dynamic proportions.

The adoption of the regional concept has provided the participating States with greater flexibility in setting priorities and meeting needs than ever before existed.

Because of this flexibility, planning at the Federal and State levels has been more attuned and responsive to the burgeoning demands placed upon their resources.

The Regional Commission mechanism has removed many of the encumbrances inherent in the Federal system for carrying our programs by opening new lines of communication and relying more heavily on the judgment of the States during the decision-making process.

Regionalism is an effective instrument for employing the combined resources of government in the kinds of programs which make maximum use of each sector.

This approach to economic development has stimulated a cohesiveness among states and localities that has resulted in a greater degree of cooperation and harmony in the relationship between the State and Federal governments.

In the nine years of its existence, the Coastal Plains Regional Commission has moved rapidly and deliberately from a planning agency seeking the basic causes of underdevelopment of a sizable Region of our Nation to an action-oriented body striking at the heart of the problems which have hindered the full utilization of the abundant resources of the Coastal Plains Region.

The Commission is proud of its accomplishments both in the development of a regional planning process and in project activity. The Economic Development Plan represents a comprehensive, creative and innovative approach to accelerating the economic growth of this great Region. Project investments to date, while seriously limited by funding constraints, have demonstrated the commitment of the Member States to this goal.

The coming year and those to follow look brighter than ever for this program. The Commission, however, faces a formidable task in achieving parity with the rest of the nation but not one that is insurmountable. Fortunately, the CPRC is working with a Region rich in natural resources and unlimited human resources. Put together, they make an unbeatable combination.

